

ABSTRACT OF THE DISCLOSURE

A reflection screen apparatus in which a projection apparatus projects an image based on received image data and an observer observes the image comprises a screen reflection surface which visibly diffuses and reflects the image projected by the projection apparatus to the observer. The reflection screen apparatus further comprises a light distribution correction section configured to change a state of a distribution direction of a light reflected on the screen reflection surface so as to more reflect a diffused light reflected on the screen reflection surface to the observer.